

The U.S. Apple Industry

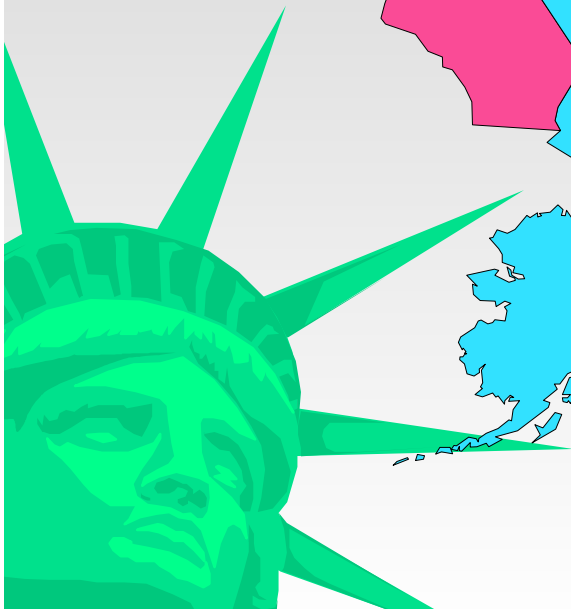
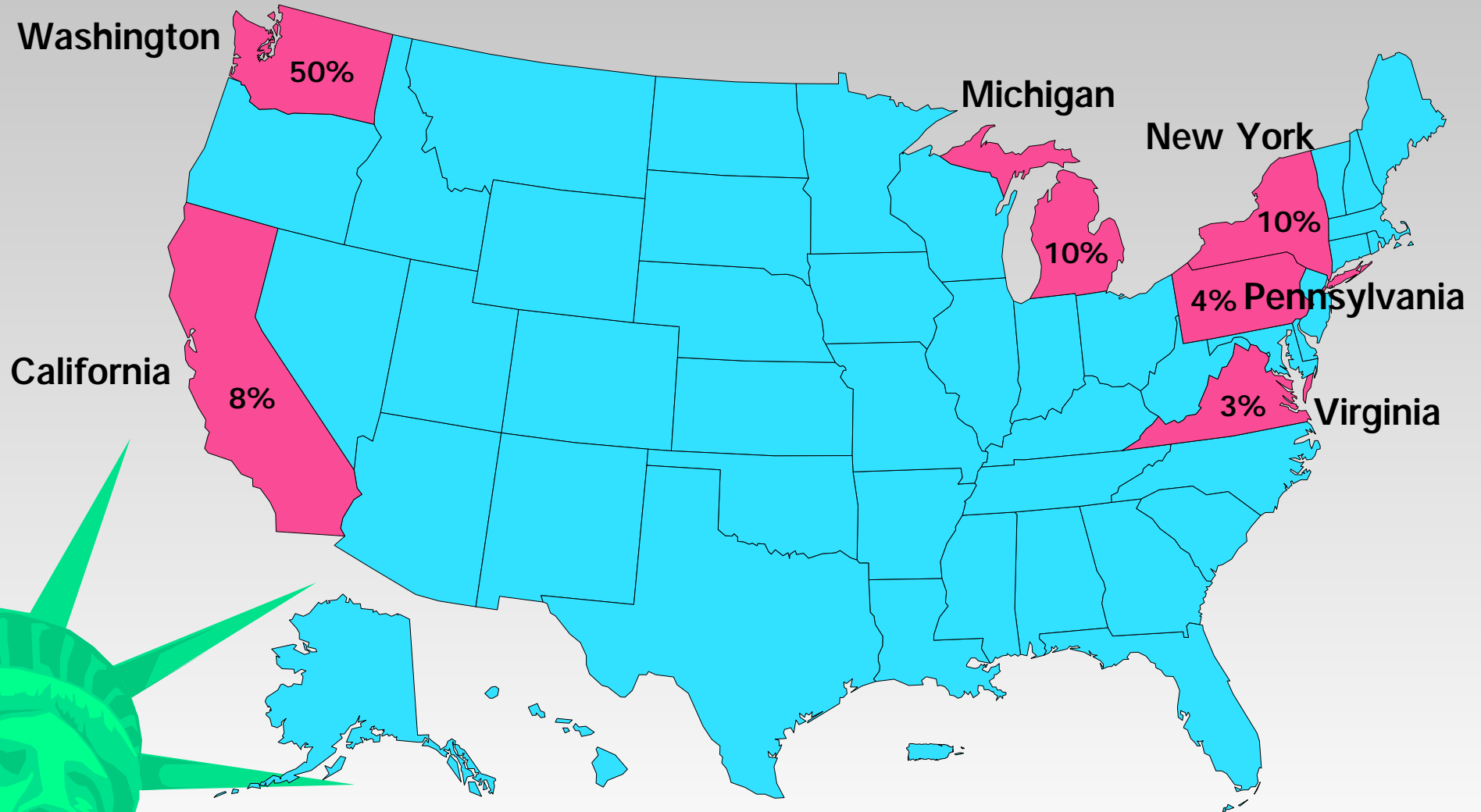
Situation and Outlook



Foreign Agricultural Service
Horticultural & Tropical Products Division
March 2000

Six States Account For 85 Percent Of The U.S. Apple Crop

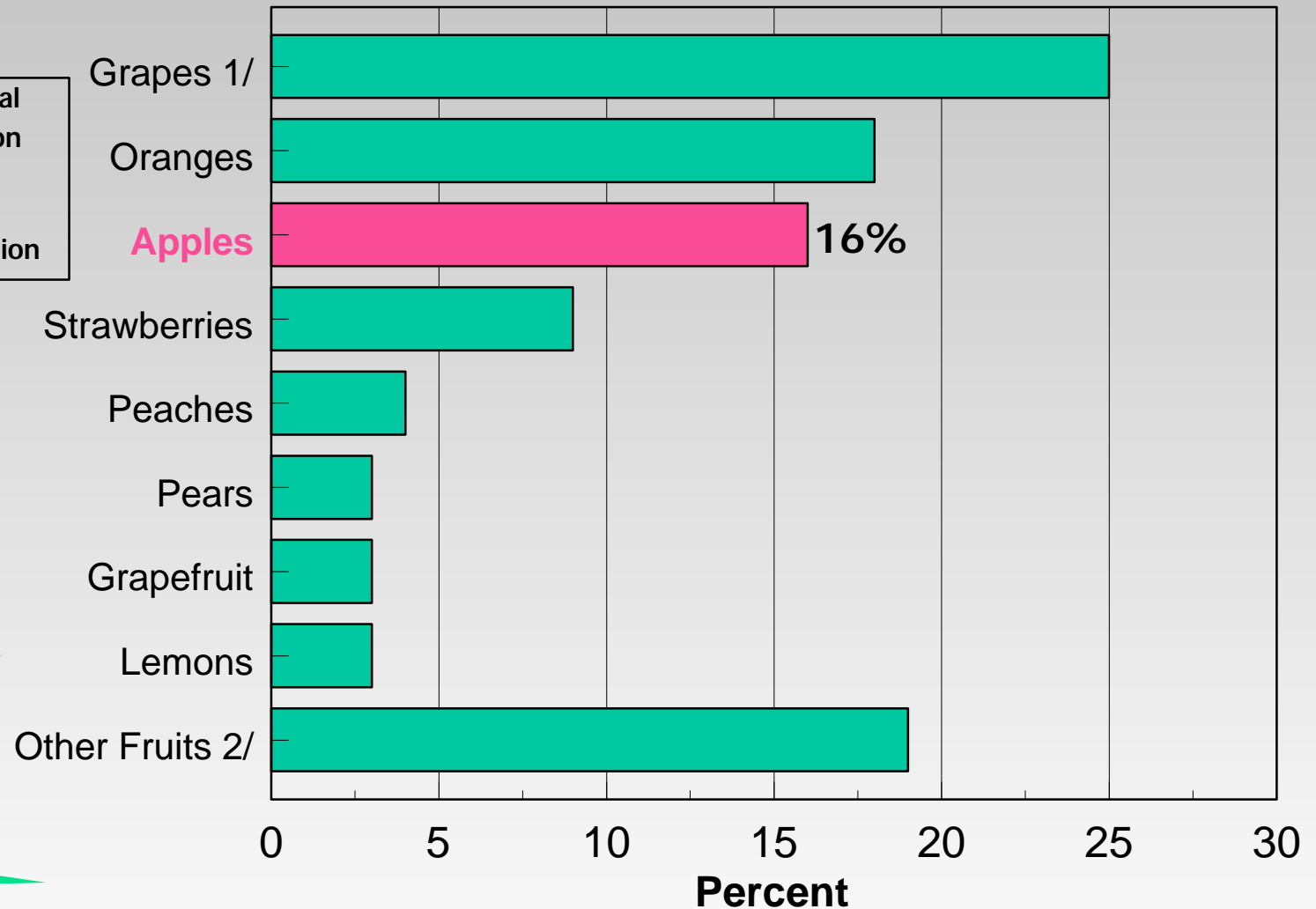
Source: USDA National Agricultural Statistics Service



Apple Production Is Extremely Important To The Income Of U.S. Fruit Farmers

Source: USDA National Agricultural Statistics Service

Percentage share of the total value of U.S. fruit production during the period 1995/96-1998/99, which is estimated at \$10 billion



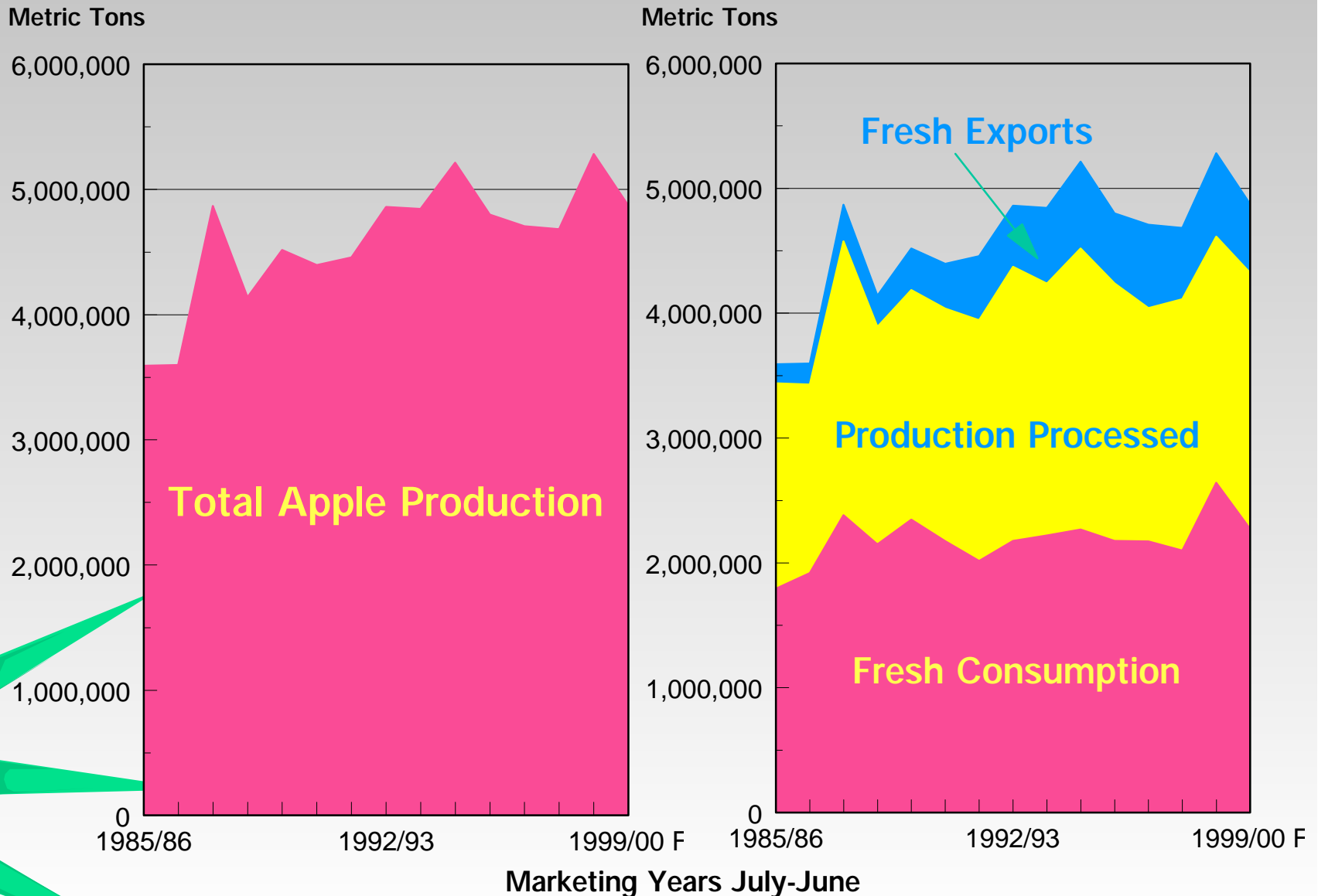
1/ Includes grapes for fresh table, dried, and wine use.

2/ Major components in this category include cherries, blueberries, nectarines, and plums.



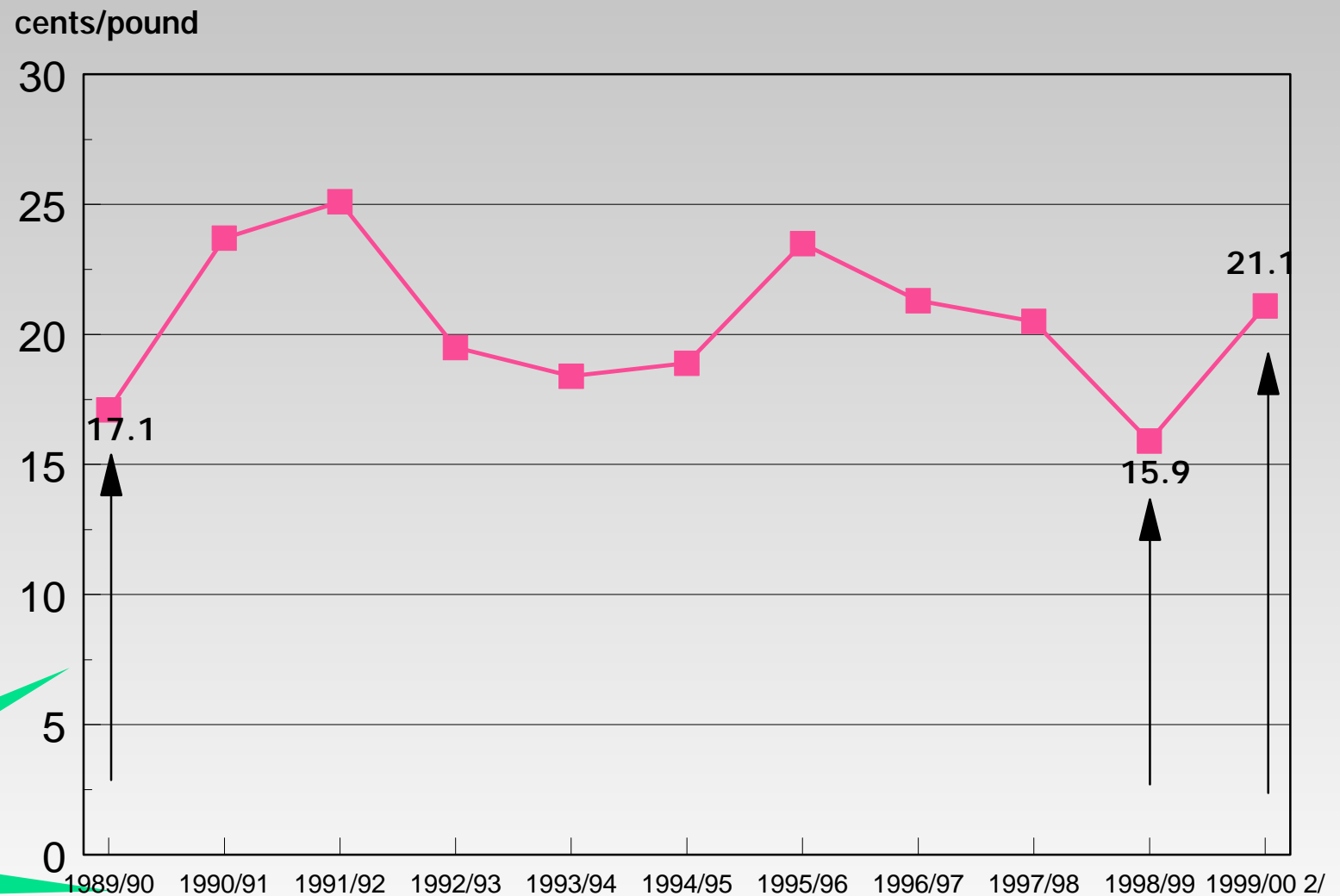
U.S. Apple Production Continues To Climb; Fresh Consumption And Processing Have Reached A Plateau

Source: USDA National Agricultural Statistics Service



U.S. Apple Prices Are Rebounding From The Lows Recorded In The 1998/99 Season 1/

Source: USDA National Agricultural Statistics Service



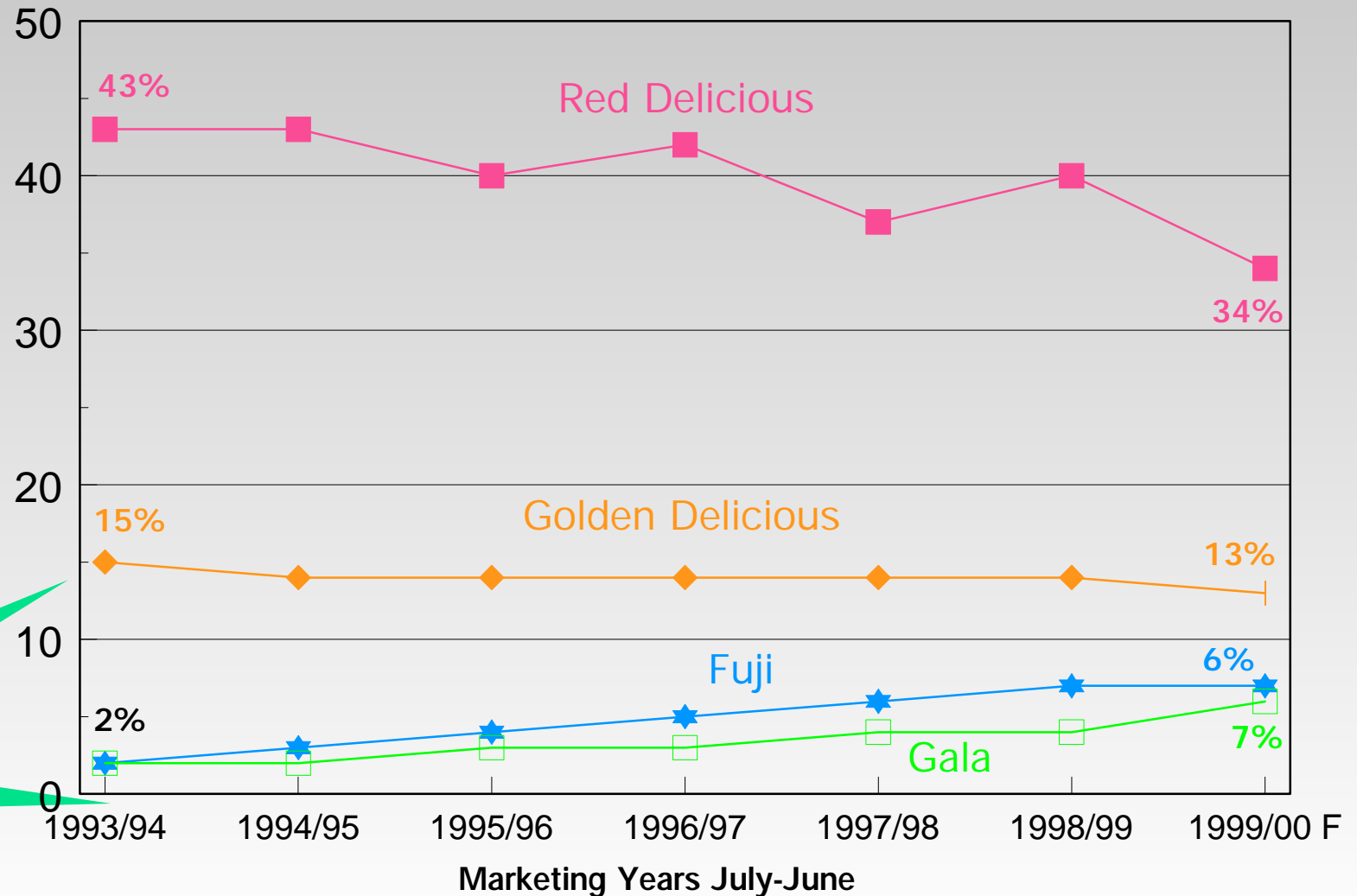
1/ Average cents per pound received by farmers, marketing years July-June.

2/ Average cents per pound received by farmers from July 1999 to February 2000.

U.S. Apple Production Is Slowly Shifting Away From The Traditional Delicious Varieties

Source: US Apple Association

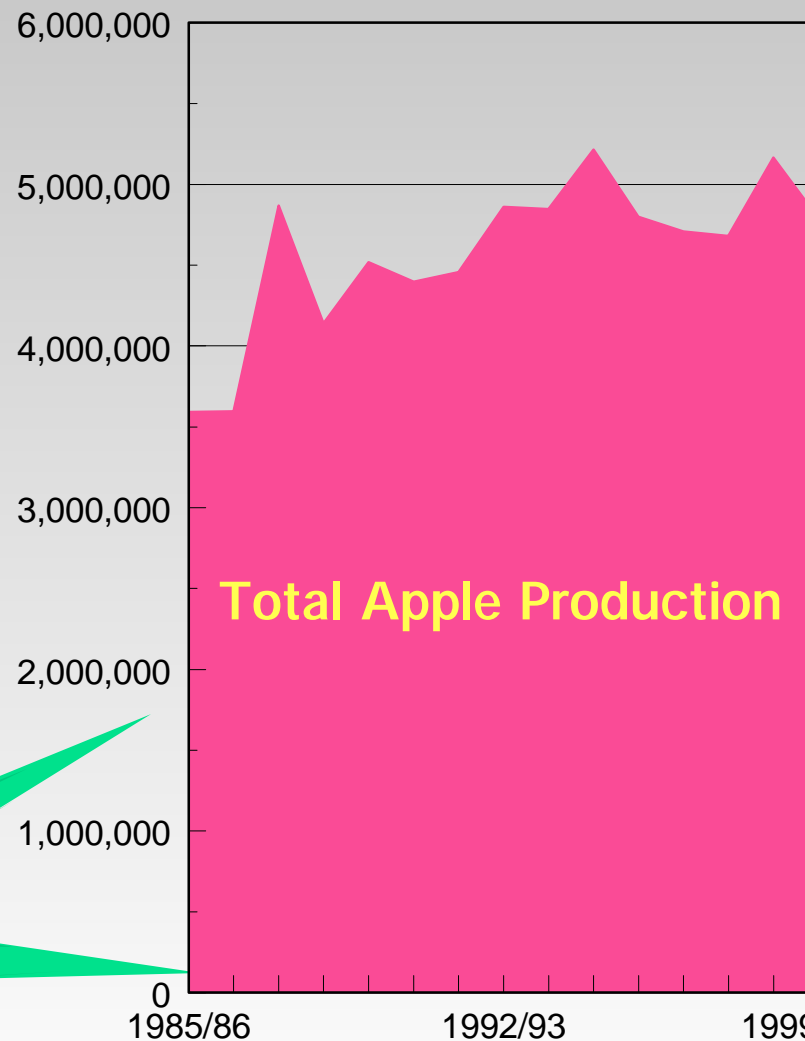
Percent of Total Production



Exports Have Become Critical To The Success Of The U.S. Apple Industry

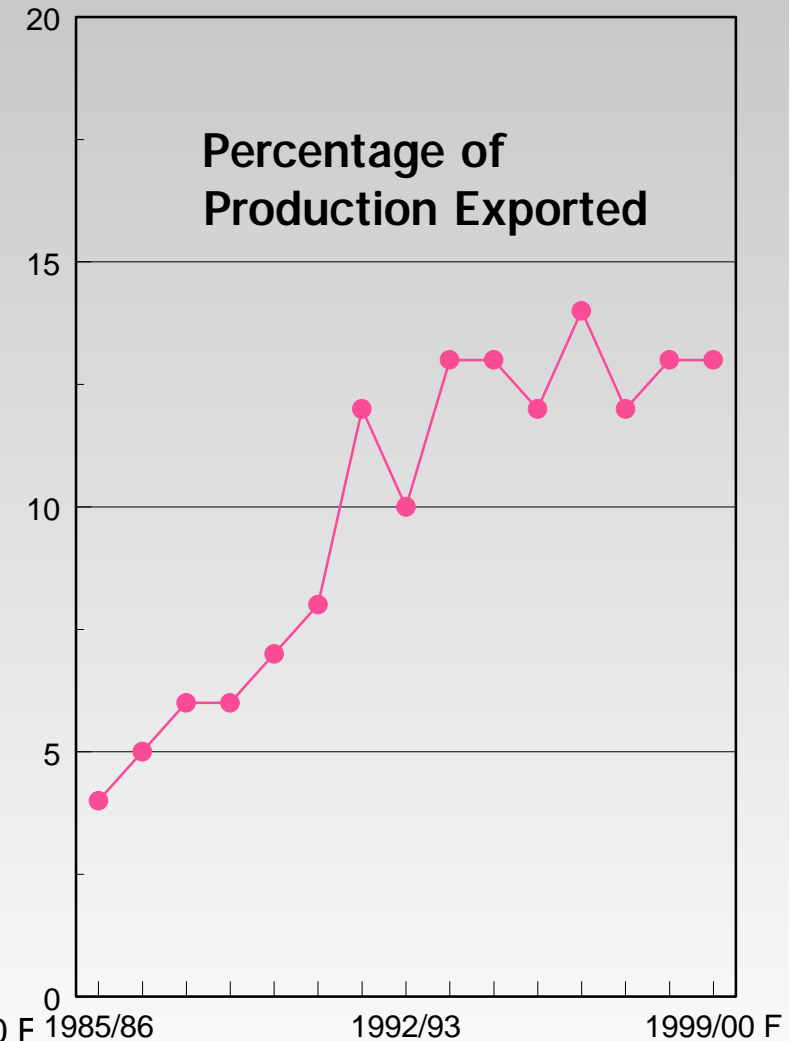
Source: U.S. Department of Commerce, Bureau of the Census

Metric Tons



Total Apple Production

Percent



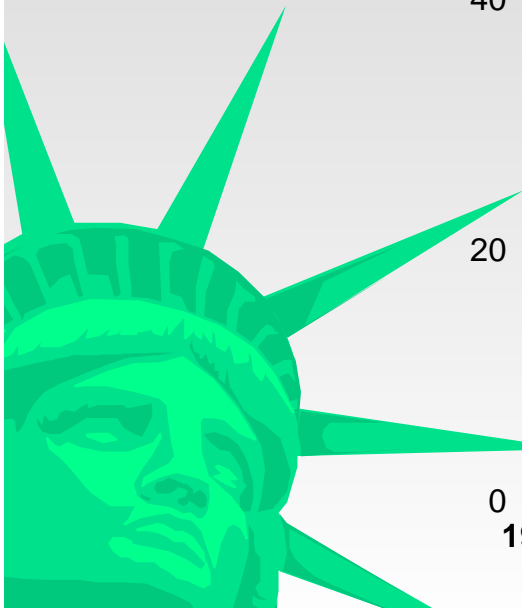
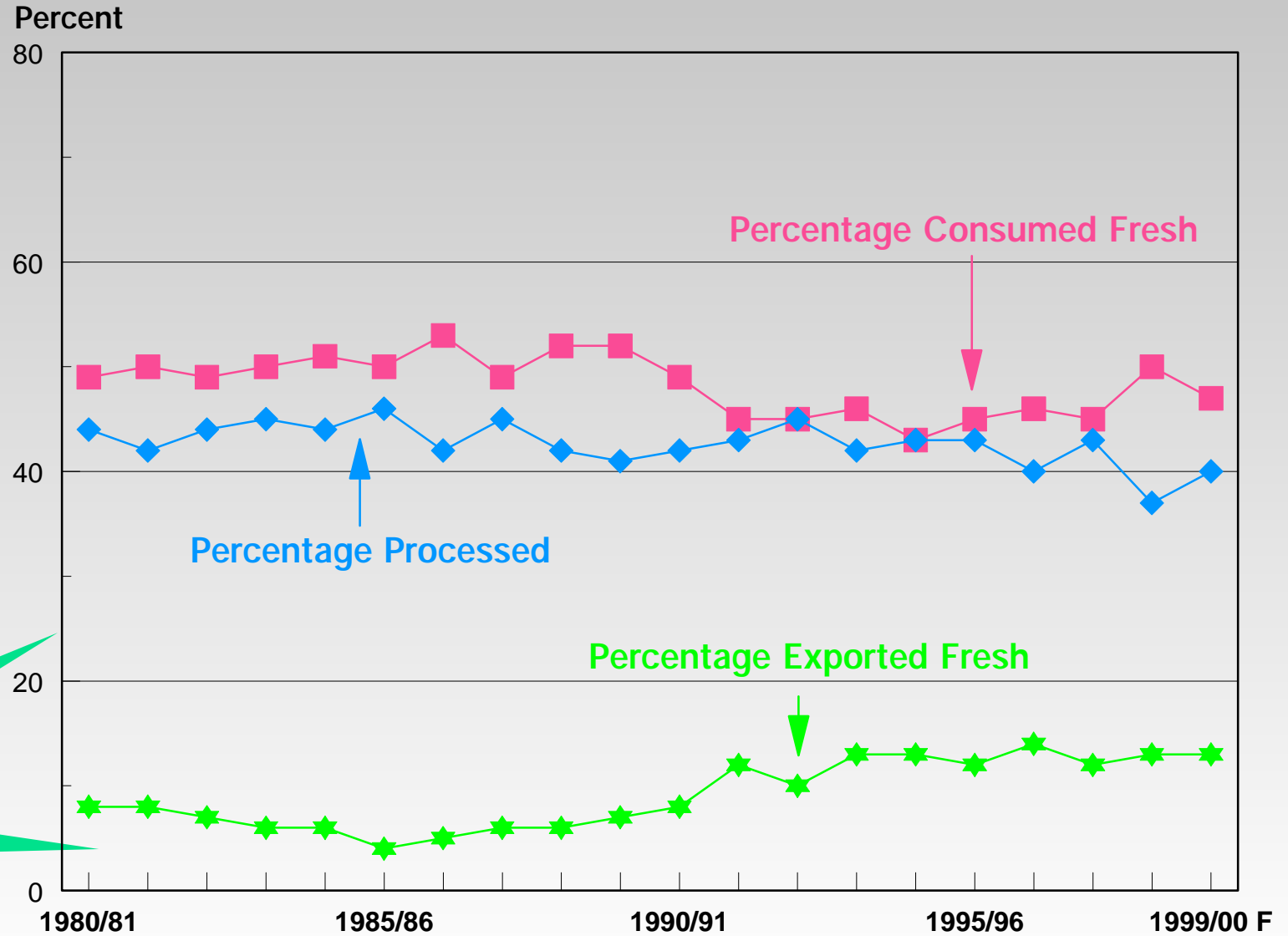
Percentage of Production Exported

Marketing Years July-June

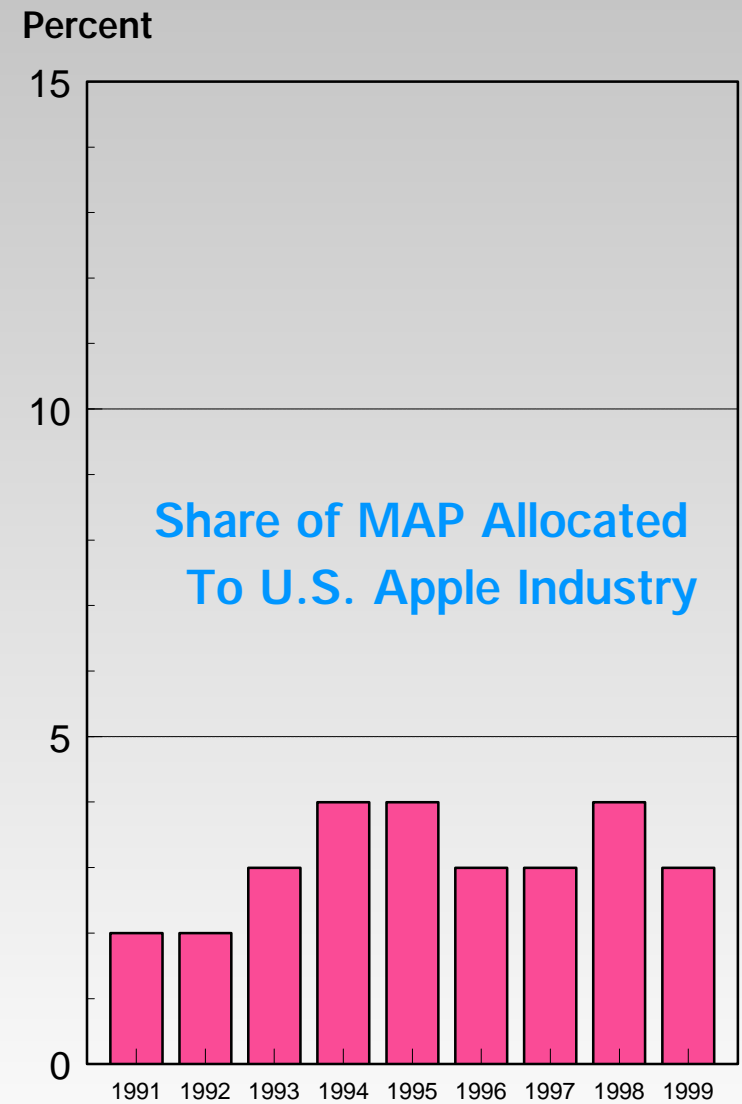
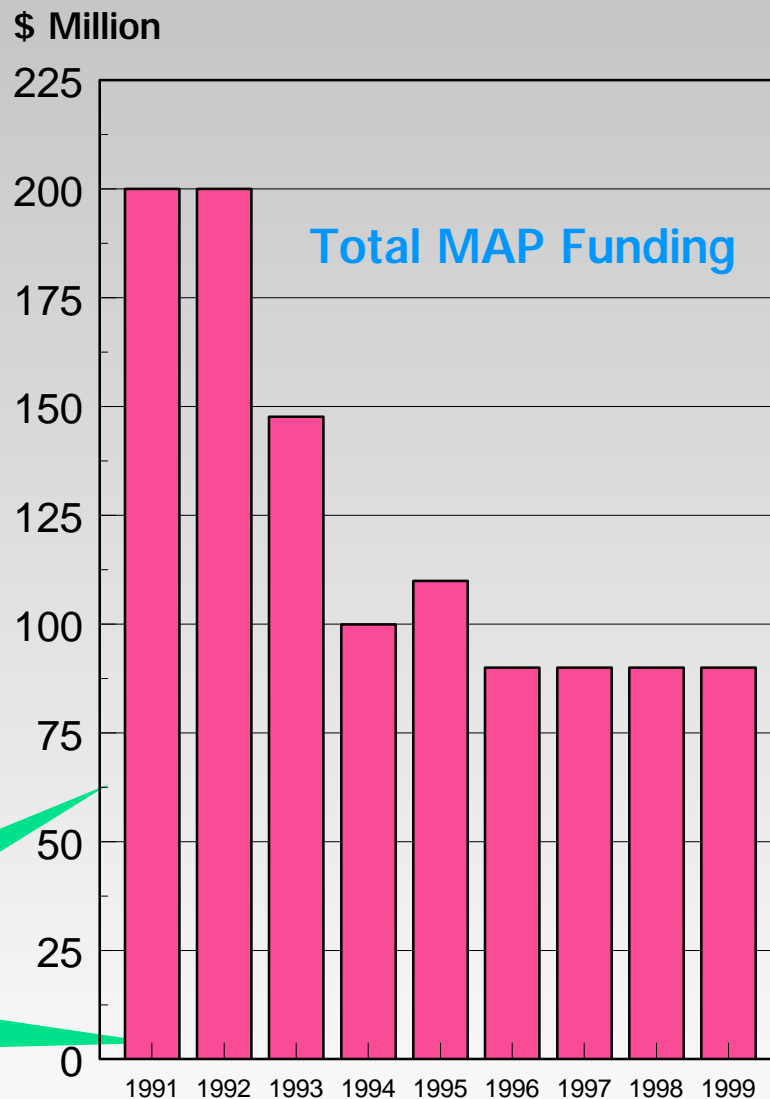


Exports Have Become An Increasingly Important Outlet For The U.S. Apple Industry

Source: USDA National Agricultural Statistics Service and FAS



Market Access Program (MAP) Funds Have Been Critical To U.S. Apple Export Promotion Efforts

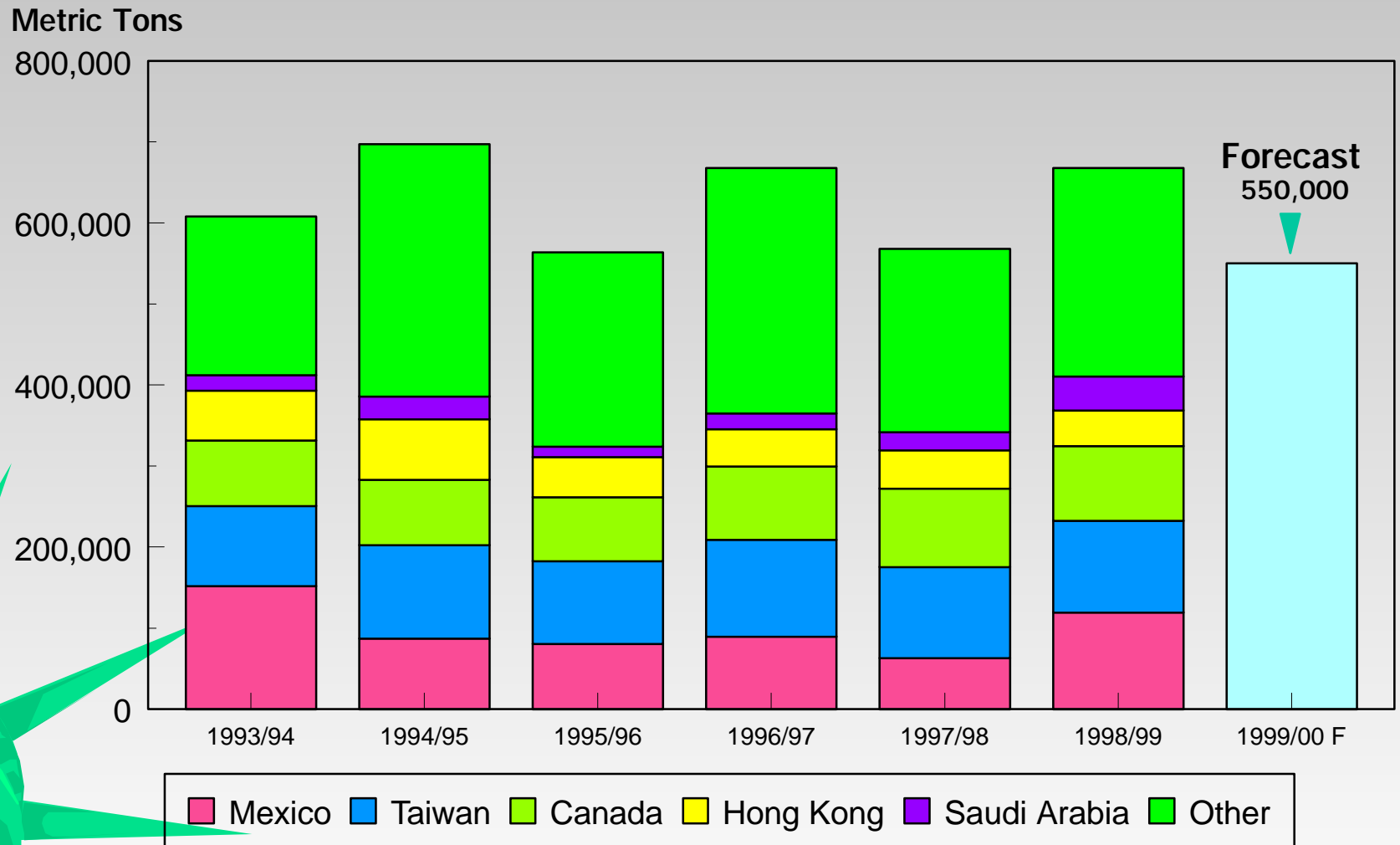


Fiscal Years



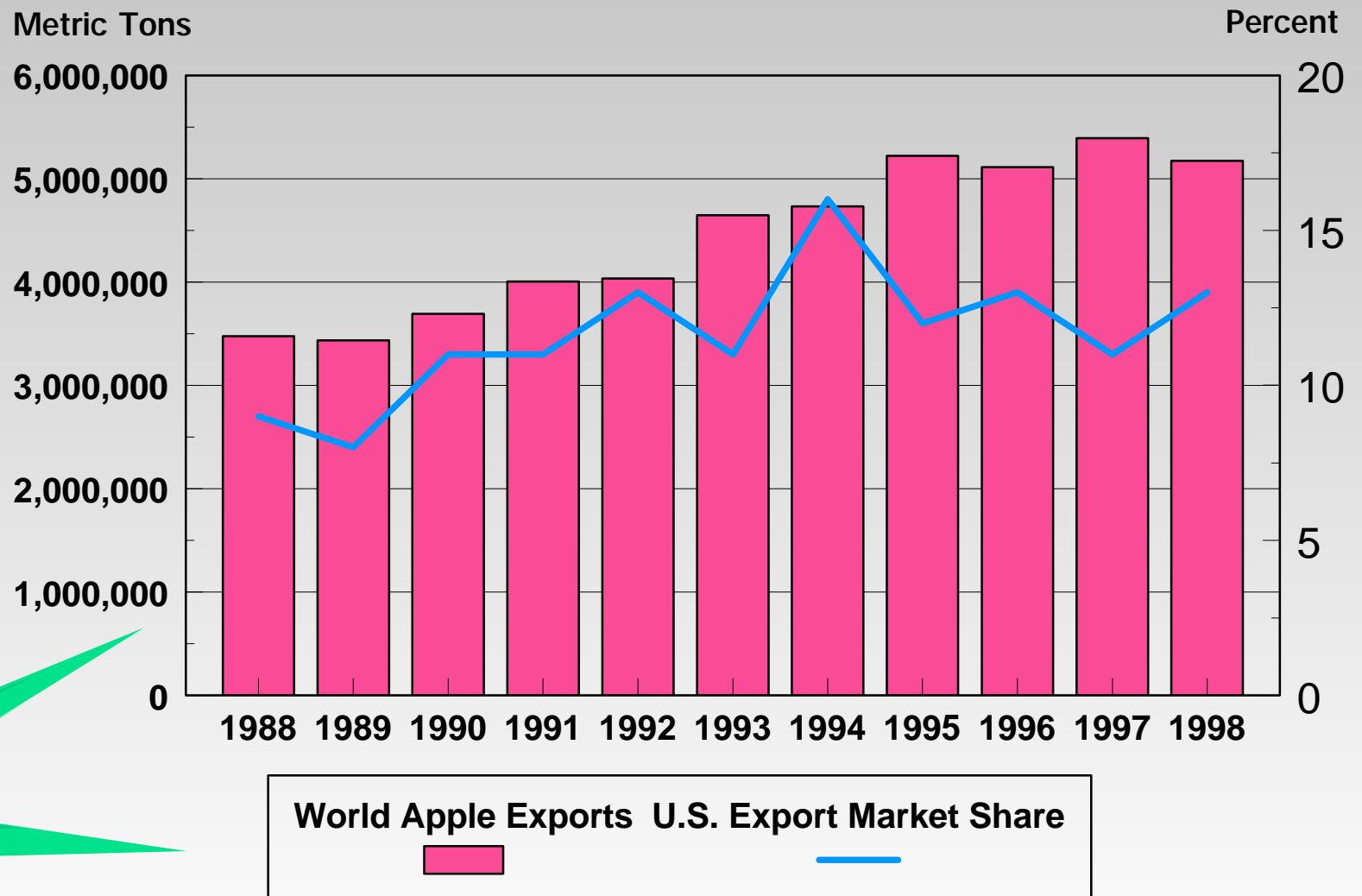
U.S. Apple Exports Have Reached A Diverse Range Of Markets

Source: U.S. Department of Commerce, Bureau of the Census



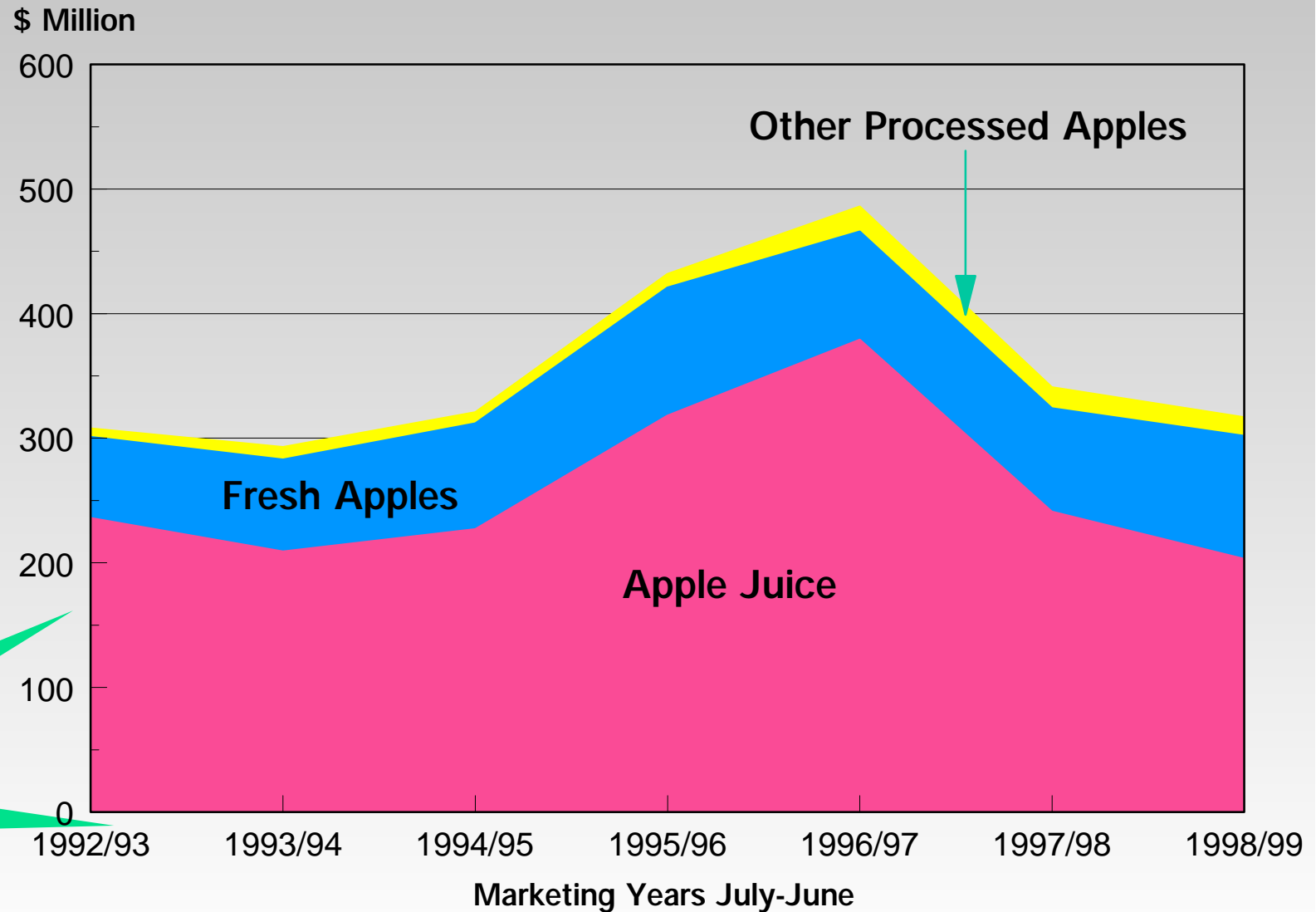
U.S. Share Of World Apple Exports Has Increased

Source: Food and Agriculture Organization (FAO) of the United Nations



Apple Juice Accounts For Most Of U.S. Imports Of Apple Products

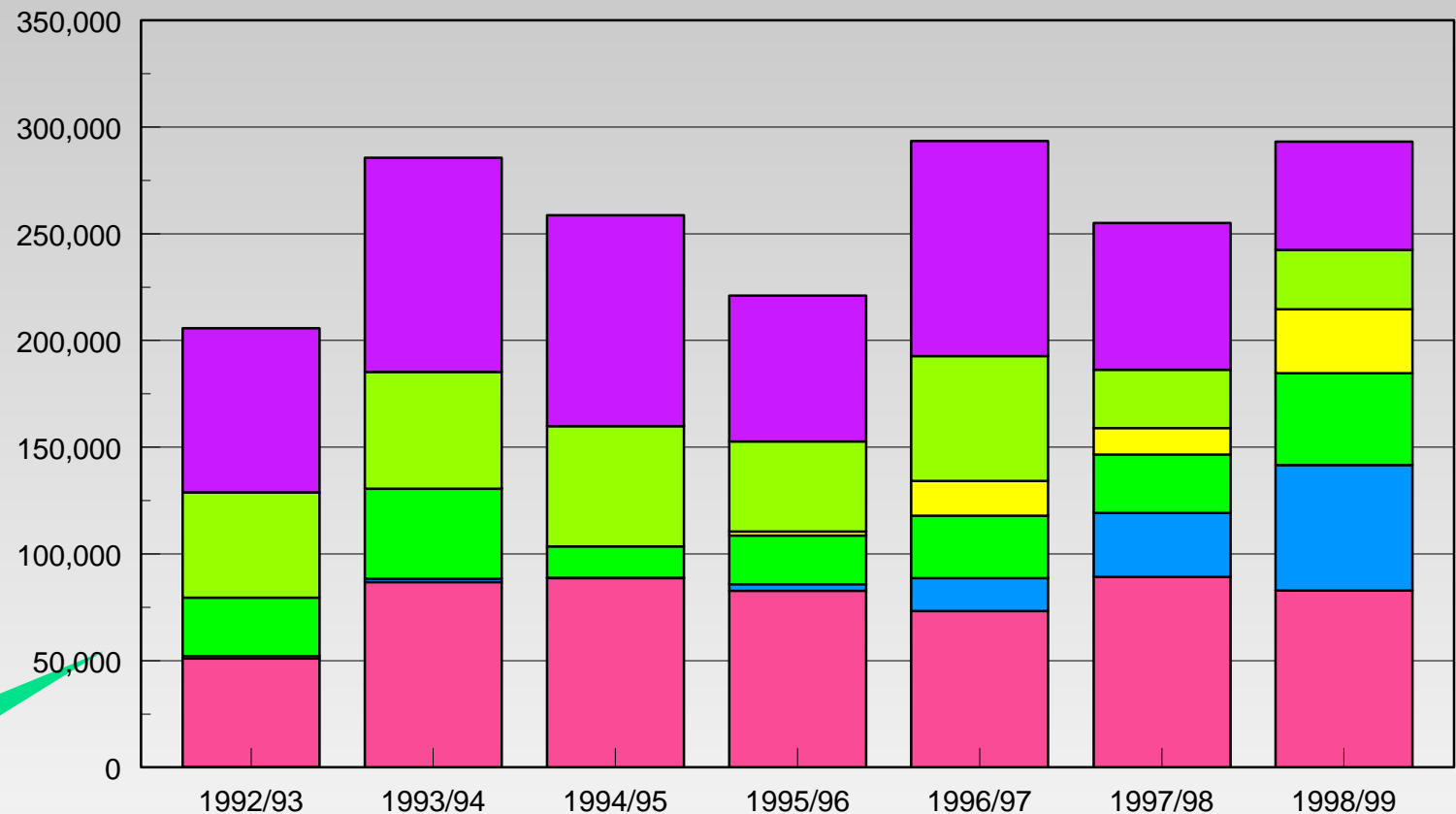
Source: U.S. Department of Commerce, Bureau of the Census



U.S. Imports Of Chinese Apple Juice Have Increased Sharply In Recent Years

Source: U.S. Department of Commerce, Bureau of the Census

Thousand Gallons



Argentina China Chile Italy Germany Other

Marketing Years July-June



Chinese Share Of The U.S. Apple Juice Import Market Has Increased Dramatically

Source: U.S. Department of Commerce, Bureau of the Census

